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     (FILE 'USPAT' ENTERED AT 12:19:47 ON 10 MAR 1998)
L1       154238 S PROFILE#
L2        41573 S PREFERENCE#
L3         2799 S USER#(2A)(L1 OR L2)
L4          158 S (RETRIEV### OR BROWS###)(P)L3
L5          222 S (RETRIEV### OR FILTER### OR BROWS###)(P)L3
L6         2332 S MULTIMEDIA
L7           31 S L5 AND L6
L8           31 S L3 AND L7
L9        66995 S CRITERIA#
L10       27167 S HISTOR###
L11         630 S USER#(3A)(L9)
L12          89 S (RETRIEV### OR FILTER### OR BROWS###)(P)L11
L13          16 S L10 AND L12
L14       56020 S (RETRIEV### OR FILTER### OR BROWS###)(P)(L1 OR L2 OR 19)
L15        1034 S (RETRIEV### OR FILTER### OR BROWS###)(P)(L1 OR L2 OR L9
OR
L16         427 S L15 AND (L10 OR WEB OR INTERNET)
L17         148 S L16 AND SERVER
L18       23329 S BIDIRECTIONAL
L19           6 S L17 AND L18
L20          52 S L18 AND L15
L21        1190 S (RETRIEV### OR FILTER### OR SORT### OR BROWS###)(P)(L1 O
R L
L22          66 S L21 AND L18
L23          14 S L12 AND SERVER
L24          10 S L22 AND SERVER
L25         285 S L21 AND SERVER
L26          41 S L25 AND MULTIMEDIA

=> d l26 1-41
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7. 5,706,507, Jan. 6, 1998, System and method for controlling access to data located on a content **server**; Robert Jeffrey Schloss, 1/1; 345/326, 327, 333 [IMAGE AVAILABLE]

8. 5,689,642, Nov. 18, 1997, Recipient prioritized communication channel profiles; Larry E. Harkins, et al., 395/200.37, 200.59 [IMAGE AVAILABLE]

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     (FILE 'USPAT' ENTERED AT 12:19:47 ON 10 MAR 1998)
L1       154238 S PROFILE#
L2        41573 S PREFERENCE#
L3         2799 S USER#(2A)(L1 OR L2)
L4          158 S (RETRIEV### OR BROWS###)(P)L3
L5          222 S (RETRIEV### OR FILTER### OR BROWS###)(P)L3
L6         2332 S MULTIMEDIA
L7           31 S L5 AND L6

=> d l7 1-31
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4. 5,710,884, Jan. 20, 1998, System for automatically updating personal profile server with updates to additional user information gathered from monitoring user's electronic consuming habits generated on computer during use; Rick Dedrick, 395/200.47 [IMAGE AVAILABLE]

5. 5,706,507, Jan. 6, 1998, System and method for controlling access to data located on a content server; Robert Jeffrey Schloss, 1/1; 345/326, 327, 333 [IMAGE AVAILABLE]

6. 5,689,642, Nov. 18, 1997, Recipient prioritized communication channel profiles; Larry E. Harkins, et al., 395/200.37, 200.59 [IMAGE AVAILABLE]

7. 5,689,553, Nov. 18, 1997, **Multimedia** telecommunications network and service; Sudhir Raman Ahuja, et al., 379/202; 348/15; 370/260, 352; 379/89, 205 [IMAGE AVAILABLE]

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379/225, 231, 234 [IMAGE AVAILABLE]

=> d l8 5 clms

Rejectable Art

US PAT NO: 5,717,923 [IMAGE AVAILABLE] L8: 5 of 7

CLAIMS:

CLMS(1)

What is claimed is:

1. An apparatus which customizes a unit of electronic information received by the apparatus to more closely conform to a preference of an individual user, the apparatus comprising:
a personal profile database to store user profile data corresponding to the individual user, wherein the user profile data indicates the preference of the individual user;
a content adapter, coupled to the personal profile database, to customize the unit of electronic information to the individual user according to the user profile data included in the personal profile database; and
a client ~~activity monitor, coupled~~ to the personal profile database, to ~~automatically~~ monitor actions taken by the individual user and **automatically update** the **user profile** data based on the ~~actions~~

CLMS(2)

2. The apparatus of claim 1, wherein the client activity monitor is operative to correlate inputs to the apparatus by the individual user with header information included with the unit of electronic information.

CLMS(3)

3. The apparatus of claim 2, wherein the inputs to the apparatus include inputs received from a cursor control device.

CLMS(4)

4. The apparatus of claim 1, wherein the content adapter is operative to customize the unit of electronic information by comparing header information included with the unit of electronic information to the user profile data stored in the personal profile database.

CLMS(5)

5. The apparatus of claim 1, wherein the content adapter is operative to change a default color received with the unit of electronic information to a preferred color indicated by the user profile data stored in the personal profile database.

CLMS(6)

6. The apparatus of claim 1, wherein the unit of electronic information is received in a plurality of formats and the content adapter is operative to automatically select a consumption format based on the user profile data stored in the personal profile database, wherein the consumption format is one of the plurality of formats, and wherein the apparatus is further operative to provide the unit of electronic information to the individual user in the consumption format.

CLMS(7)

7. The apparatus of claim 1, further comprising an interface, coupled to the content adapter, to allow the individual user to consume the unit of electronic information.

CLMS(8)

8. The apparatus of claim 7, wherein the interface also allows the individual user to interact with the unit of electronic information.

CLMS(9)

9. The apparatus of claim 7, wherein the interface also allows the individual user to modify the user profile data stored in the personal profile database.

CLMS(10)

10. The apparatus of claim 1, wherein the user profile data comprises demographic and psychographic information.

CLMS(11)

11. The apparatus of claim 1, wherein the personal profile database stores the user profile data on a removable nonvolatile storage device.

CLMS(12)

12. The apparatus of claim 1, wherein the personal profile database stores the user profile data in an encrypted format.

CLMS(13)

13. A system for customizing electronic information to more closely conform to a preference of an individual consumer, comprising:
an electronic information server containing a plurality of electronic information units; and
a client system coupled to the electronic information server to receive an electronic information unit of the plurality of electronic information units from the electronic information server, wherein the client system includes,
a personal profile database to store user profile data corresponding to the individual consumer, wherein the user profile data indicates the preference of the individual consumer, and
a content adapter coupled to the personal profile database, to customize the received electronic information unit to the individual consumer according to the user profile data included in the personal profile database.

CLMS(14)

14. The system of claim 13, further comprising a metering server, coupled to the electronic information server and the client system, to transfer individual electronic information units of the plurality of electronic information units from the electronic information server to the metering server.

CLMS(15)

15. The system of claim 14, further comprising a plurality of client systems coupled to the metering server.

CLMS(16)

16. The system of claim 13, further comprising a consumer labeling tool, coupled to the electronic information server, to allow a publisher to

incorporate consumer variables into individual units of the plurality of electronic information units.

CLMS(17)

17. The system of claim 13, wherein the user profile data comprises demographic and psychographic information.

CLMS(18)

18. The system of claim 13, wherein the client system further comprises an interface, coupled to the content adapter, to allow the individual consumer to consume the electronic information.

CLMS(19)

19. The system of claim 13, wherein the client system further includes a client activity monitor to monitor actions taken by the individual consumer and update the personal profile database based on the actions.

CLMS(20)

20. The system of claim 13, wherein the electronic information unit includes header information for the electronic information unit.

CLMS(21)

21. The system of claim 20, wherein the content adapter customizes the electronic information unit by comparing the header information to the user profile data stored in the personal profile database.

CLMS(22)

22. The system of claim 13, wherein the content adapter modifies a default color received with the electronic information unit to a preferred color indicated by the user profile data included in the personal profile database.

CLMS(23)

23. The system of claim 13, wherein the electronic information unit is received in a plurality of formats and the content adapter is operative to select a consumption format based on the user profile data included in the personal profile database, wherein the consumption format is one of the plurality of formats, and wherein the client system is further operative to provide the unit of electronic information to the individual consumer in the consumption format.

CLMS(24)

24. A method for customizing electronic information to more closely conform to a preference of an individual user, comprising the steps of:
(a) receiving a unit of electronic information;
(b) comparing the unit of electronic information to user profile data corresponding to the individual user, wherein the user profile data indicates the preference of the individual user;
(c) generating a customized unit of electronic information based on the comparing; and
(d) providing the customized unit of electronic information to the individual user for consumption by the individual user.

CLMS(25)

25. The method of claim 24, further comprising the step of incorporating consumer variables into the unit of electronic information at a

publishing site.

CLMS(26)

26. The method of claim 25, wherein the unit of electronic information includes header information containing user profile data for the unit of electronic information.

CLMS(27)

27. The method of claim 26, wherein the comparing step (b) comprises comparing the header information for the unit of electronic information to the user profile data corresponding to the individual user.

CLMS(28)

28. The method of claim 24, wherein the generating step (c) comprises modifying a default color received with the unit of electronic information to a preferred color indicated by the comparing.

CLMS(29)

29. The method of claim 24, wherein the receiving step (a) comprises receiving the unit of electronic information in a plurality of formats.

CLMS(30)

30. The method of claim 29, wherein the generating step (c) comprises selecting a consumption format based on the comparing, wherein the consumption format is one of the plurality of formats, and wherein the providing step (d) comprises providing the unit of electronic information to the individual user in the consumption format.

CLMS(31)

31. The method of claim 24, further comprising the steps of:
encrypting the user profile data; and
storing the user profile data in a nonvolatile storage device.

CLMS(32)

32. The method of claim 24, further comprising the steps of:
(e) collecting new user profile data corresponding to the individual user as the individual user consumes the customized unit of electronic information; and
(f) using the new user profile data in the generating of subsequent customized units of electronic information.